

Message Text

UNCLASSIFIED

PAGE 01 OTTAWA 03964 172226Z

12

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 CCO-00 CIAE-00 OTPE-00 FCC-02

INR-07 NSAE-00 OC-05 USIA-15 COME-00 BIB-01 TRSE-00

/050 W

----- 025895

R 172157Z OCT 75

FM AMEMBASSY OTTAWA

TO SECSTATE WASHDC 7861

UNCLAS OTTAWA 3964

POUCHED AS INFO TO ALL CONSULATES IN CANADA

E.O. 11652: N/A

TAGS: ETEL, SCUL, CA

SUBJ: CRTC PRESSURES ON GLOBAL TELEVISION NETWORK

1. CANADIAN RADIO-TELEVISION COMMISSION (CRTC) ON OCT 10 BROADENED SCOPE OF ROUTINE HEARING SCHEDULED FOR NOV 4 (DEALING WITH PROPOSED AMENDMENT TO LICENSE OF CGKN-TV-1 WINDSOR) TO DISCUSS DIFFICULTIES OF GLOBAL TELEVISION NETWORK IN MEETING CANADIAN CONTENT REGULATIONS AND GLOBAL'S COMMITMENTS REGARDING ORIGINAL PRODUCTION OF PROGRAMS.

2. COMMENT: GLOBAL, AN ONTARIO CHAIN OF RELAY TRANSMITTERS FED FROM A TORONTO BROADCAST CENTER, WAS LICENSED IN 1972 ON THE BASIS OF ITS UNDERTAKING TO BECOME A SIGNIFICANT CULTURAL FORCE IN BROADCASTING THROUGH ORIGINAL PROGRAMMING. AT THAT TIME IT WAS CONSIDERED THE BEGINNING OF A POSSIBLE THIRD CANADIAN TV NETWORK. GLOBAL, HOWEVER, HAS NOT BEEN ABLE TO ESTABLISH ITSELF IN THE MARKET TO ANY SIGNIFICANT EXTENT AND HAS BEEN IN CONTINUAL FINANCIAL DIFFICULTY SINCE IT COMMENCED OPERATIONS. ORIGINAL PROGRAMMING HAS LARGELY BEEN CONFINED IN PAST YEAR TO LOW BUDGET NEWS COVERAGE AND PUBLIC AFFAIRS COMMENTARY AND BULK OF AIR TIME DEVOTED TO

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 OTTAWA 03964 172226Z

OLD MOVIES AND OTHER INEXPENSIVE PRESENTATIONS. ITS

LOW AUDIENCE DELIVERY HAS NOT UP TO NOW GENERATED
ADEQUATE ADVERTISING DOLLARS. TO REMEDY THIS GLOBAL
HAS RECENTLY ACQUIRED RIGHTS TO SOME MAJOR US PROGRAMS
SUCH AS "BEACON HILL."

3. THIS SITUATION VEXES CANADIAN CULTURAL NATIONALISTS
WHO BLAME COMPETITION FROM US BORDER STATIONS FOR
GLOBAL'S FAILURE TO LIVE UP TO ITS PROMISES AND WHO
ALSO RESENT DOMINATION OF CANADIAN NETWORKS BY US
PROGRAMS. HOWEVER, OTHER COMMENTATORS (AND SOME
OFFICIALS IN GOC DEPT OF COMMUNICATIONS) REGARD CRTC ACTION
LICENSING GLOBAL AS A MISTAKE GIVEN THE LIMITED NATURE
OF THE ONTARIO MARKET WHICH IS SERVED BY CBC, CTV AND OTHER
INDEPENDENT STATIONS AS WELL AS BY US CHANNELS.
HEARING WILL PROBABLY PROVIDE ANOTHER PUBLIC FORUM FOR
DISCUSSING DESIRABILITY OF RESTRICTING OUTFLOW OF
CANADIAN ADVERTISING DOLLARS TO U.S. STATIONS IN CONTEXT OF
DELETION/SUBSTITUTION POLICY AS WELL AS TAX MEASURE
PROPOSED IN BILL C-58. PORTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TELEVISION STATIONS, TELEVISION BROADCASTING, CULTURAL PRESENTATIONS, PROGRAMS (PROJECTS), LICENSES
Control Number: n/a
Copy: SINGLE
Draft Date: 17 OCT 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975OTTAWA03964
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750362-0158
From: OTTAWA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19751043/aaaablgt.tel
Line Count: 80
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 16 SEP 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <16 SEP 2003 by MaustMC>; APPROVED <18 FEB 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
06 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CRTC PRESSURES ON GLOBAL TELEVISION NETWORK
TAGS: ETEL, SCUL, SOPN, US, CA, CRTC, GLOBAL TELEVISION NETWORK
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006